1	RESOLUTION NO.
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3	WHEREAS, the City of Austin works to strengthen local business by developing
4	services to create and expand local businesses; and
5	WHEREAS, the City has a history of supporting its locally owned, independent
6	businesses and recognizes their cultural and economic importance to our community;
7	and
8	WHEREAS, since 2010, the City has contracted with the Austin Independent
9	Business Alliance (AIBA) to provide support to local businesses through its
10	Independent Business Investment Zone (IBIZ) Districts; and
11	WHEREAS, AIBA's IBIZ Districts program supports Austin's unique culture
12	and provides advertising, marketing, and organizational tools and services that promote
13	locally owned businesses to Austin residents and tourists alike; and
14	WHEREAS, the IBIZ Districts are a registered trademark of AIBA and currently
15	serve over 600 locally owned businesses across 9 districts citywide: Airport Blvd., East
16	Cesar Chavez, East End, East Sixth, Lo-Burn, Manor Road, North Drag, North Loop,
17	and South First; and
18	WHEREAS, the latest contract with AIBA to manage the IBIZ Districts program
19	expired on August 31, 2020 without a clear strategy for continuity for IBIZ Districts
20	program participating businesses; and

21	WHEREAS, City Council is in the process of considering action on the
22	Equitable Funding Model for Local Chambers of Commerce, which may include the
23	AIBA; and
24	WHEREAS, it is City Council's intent to not disrupt AIBA's current budget
25	planning and to give AIBA time to address any capacity building opportunities to limit
26	dependency on City funding; and
27	WHEREAS, the IBIZ program provides essential support for hundreds of small
28	businesses as Austin works toward economic recovery and long-term resiliency; and
29	WHEREAS, to ensure consistent delivery of services to the community, the IBIZ
30	program should continue while City staff works to assess the needs of our local small
31	business community amid the coronavirus pandemic; NOW, THEREFORE,
32	BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:
33	The City Manager is directed to negotiate and execute a one-year contract, similar
34	to the one that expired on August 31, 2020, with AIBA for managing and supporting
35	IBIZ Districts in an estimated amount not to exceed \$55,000, with a termination date of
36	November 1, 2021.
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39	ADOPTED: , 2020 ATTEST:
40 41	Jannette S. Goodall City Clerk
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